



International Marketing

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International Forecasts

- Spending/Visitation
- Flights
- Borders/Recovery

Consumer Marketing

- Love Communications/EU/AU
- MX/CN

Social Media

- Global Paid/Always On
- IKTS/KOL's

International Forecasts





-4.4%

Utah

-6%

US

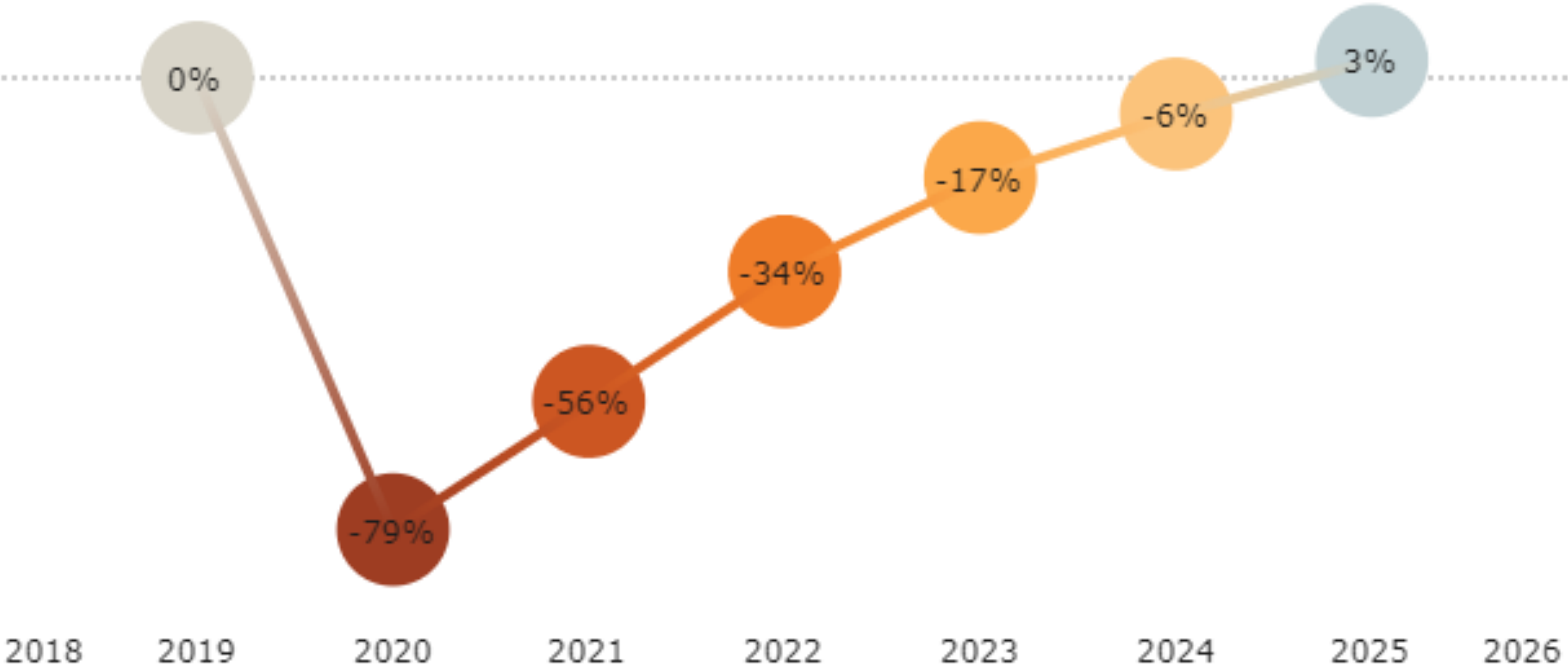
2019-2024 Projected International Visitor Growth

International: VISITS to the US

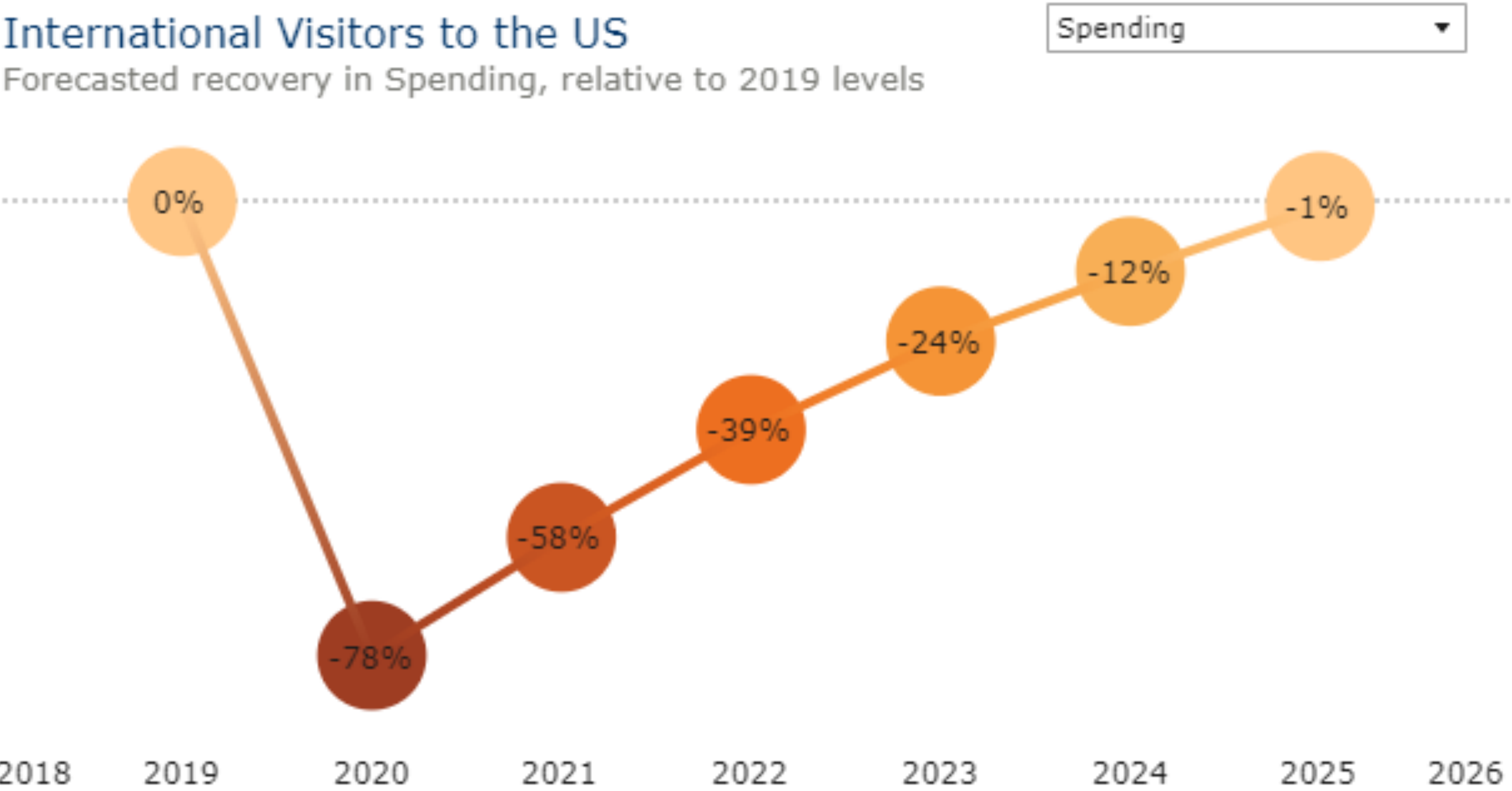
International Visitors to the US

Visits

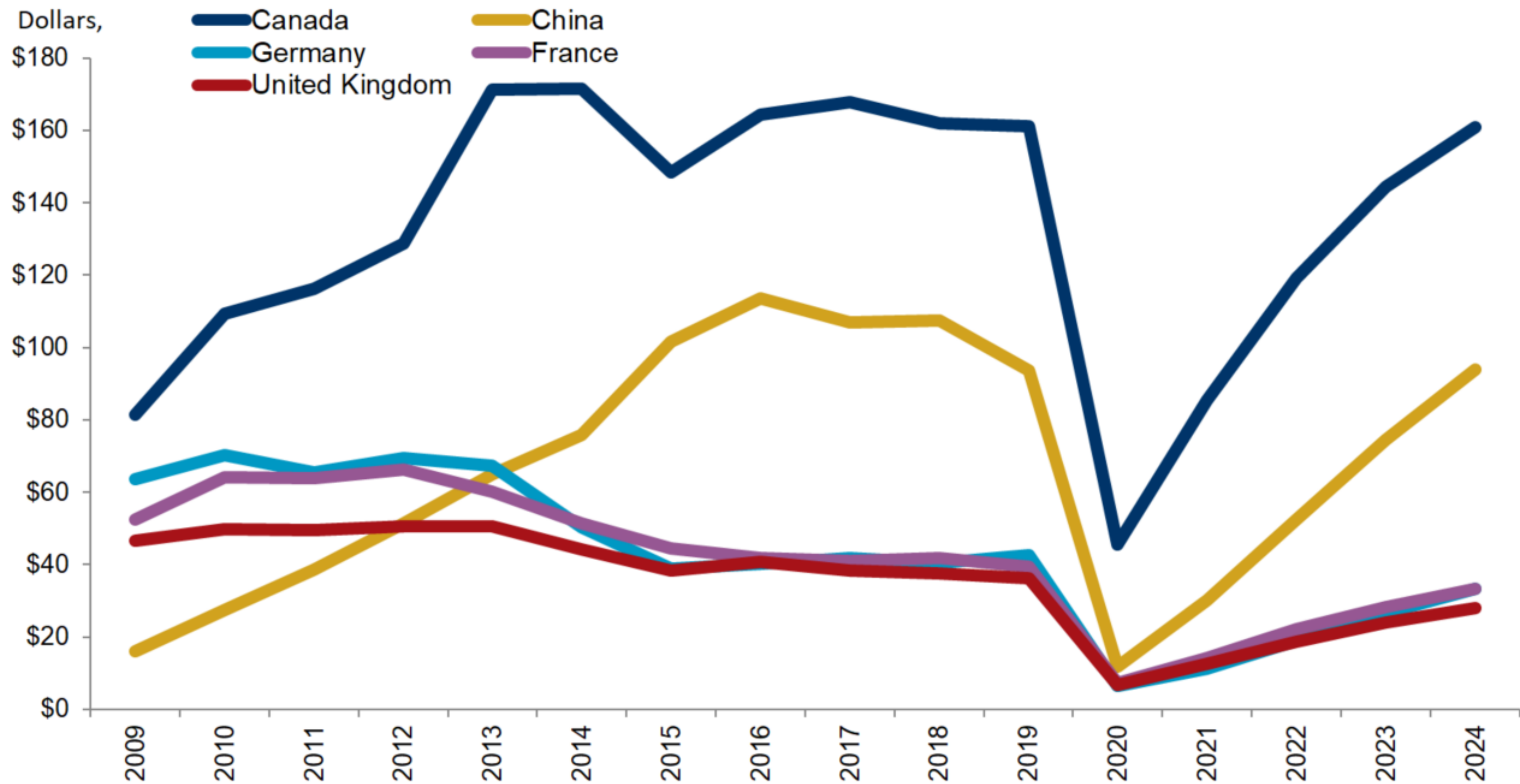
Forecasted recovery in Visits, relative to 2019 levels



International: SPENDING in the US

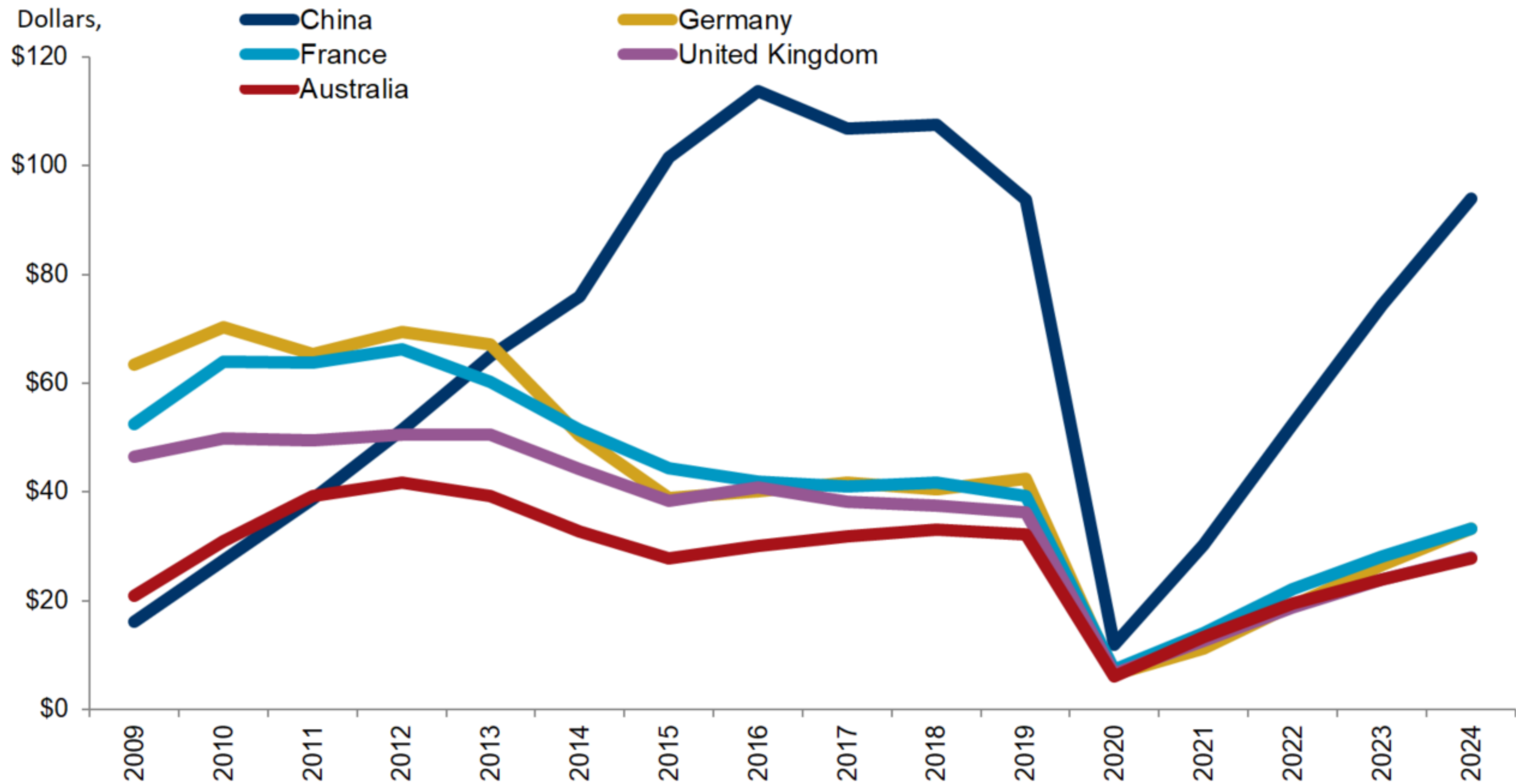


Projected International Spending Growth, Top 5 Markets



Source: Tourism Economics

Projected International Spending Growth, Top 5 Overseas Markets



Source: Tourism Economics,



-67.8%

International

-11.9%

Domestic

2020 YOY Visa Spending Down Internationally and Domestically

Flights

AMS

Resumes May 27- 4x Weekly

Daily service resumes June 5

CDG

Daily service resumes July 1

YYZ

Daily service resumes June 5

China

United Airlines- SFO-Seoul- Shanghai

AA- Dallas- Seoul- Shanghai

Delta Airlines- Shanghai- Seattle



Industry Updates...

- EU tour operators are pre-selling and marketing for the '22 season now
- Positive vaccine rollouts in the US have improved US sentiment
- Report some bookings in September and October '21
- Pent up travel demand and interest in the Western US
- China trade is planning marketing for '22 ('normalcy' expected latter part of '22)



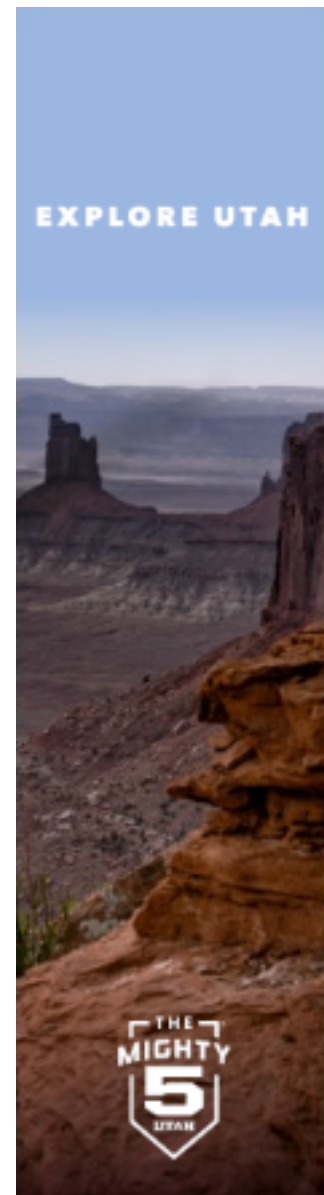
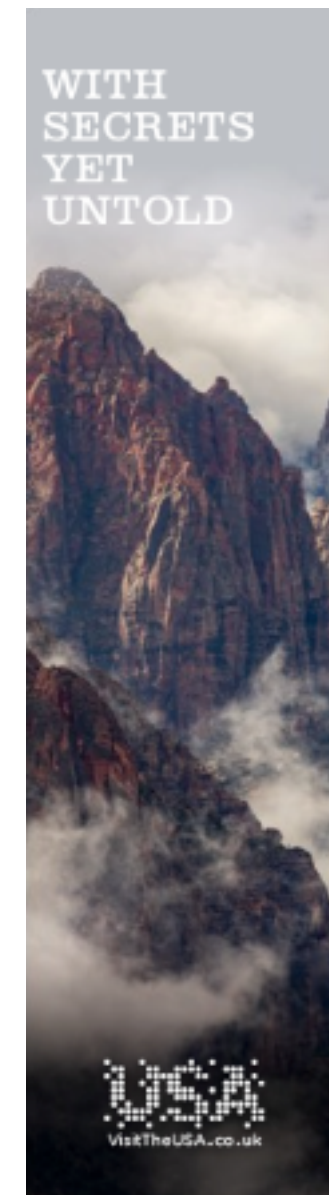
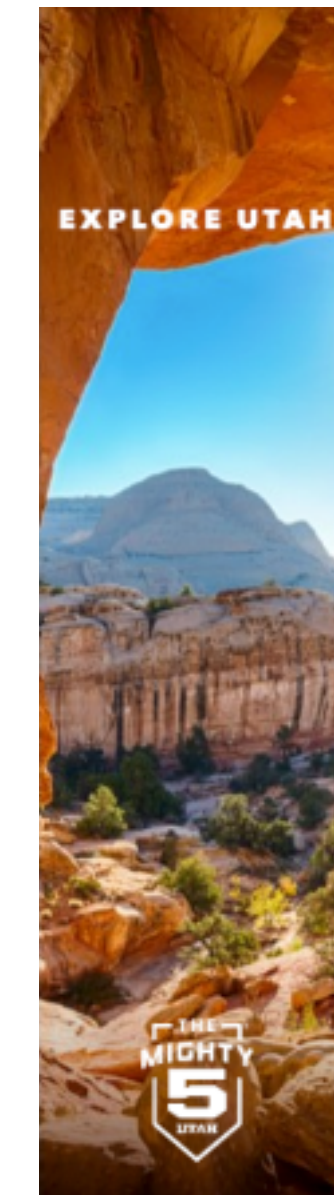
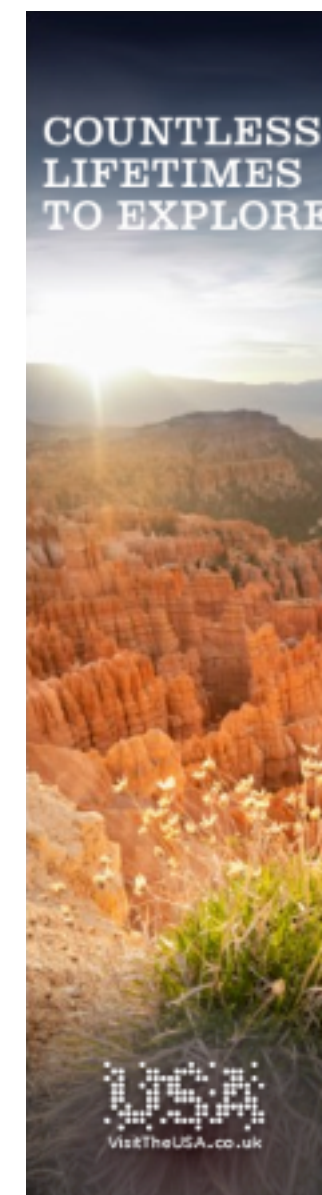
Consumer Marketing

A low-angle photograph of a desert canyon, looking up at towering red rock walls that frame a clear blue sky. The perspective creates a sense of height and scale. The text "Consumer Marketing" is centered in a bold, white, sans-serif font, contrasting sharply with the warm tones of the rock.

Consumer Marketing

International 2021 Update

- International marketing kicked off March 1st, targeting UK, France, and Germany markets with Southern Utah messaging.
- So far, we are generated over 18 million impressions, nearly 27K clicks and 2K post impressions.
- Partners:



Consumer Marketing

International 2021 Update

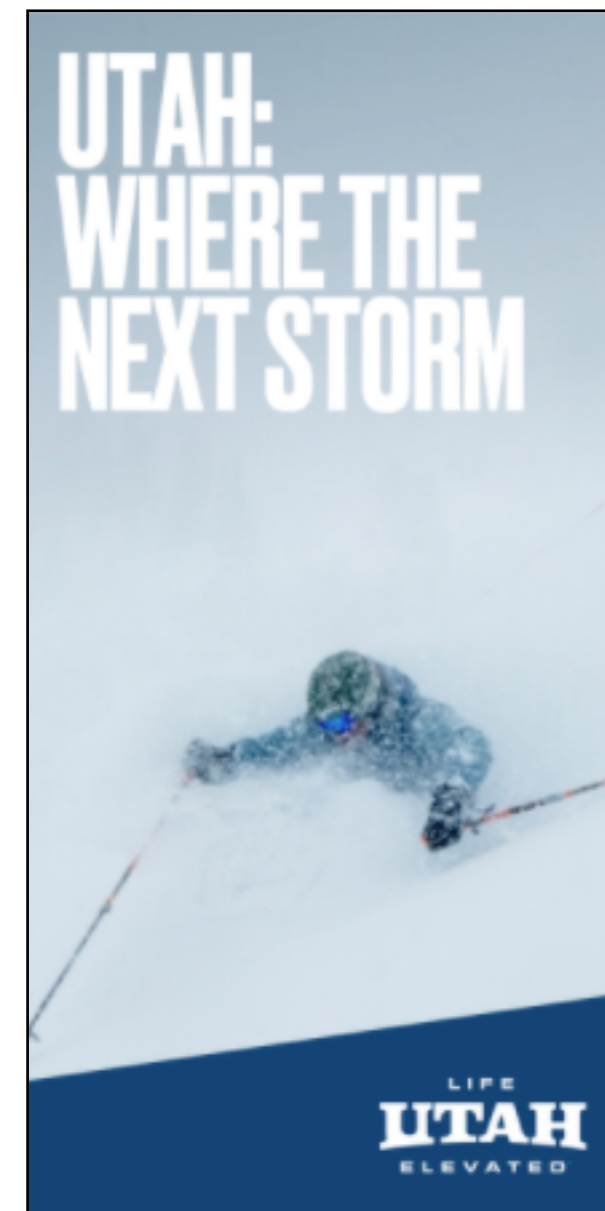
- Via Trip Advisor's placements, those 54 hotel bookings break down per below:
 - 40 bookings from UK
 - 14 bookings from Germany
 - \$236 ADR
 - 164 day Avg. Booking Window
 - \$108K in hotel revenue



Consumer Marketing

International 2021 Update

- Australia marketing began April 1st, where we are messaging Utah's ski and winter product.
- Campaign will run through June 2021.
- Partners:





FY21 Consumer Marketing

Mexico-Park City

Delta Voucher Co-op Marketing Campaign

- Timeline
 - January 18, 2021-March 12, 2021
- Platforms
 - Facebook and Instagram
 - Programmatic

Programmatic

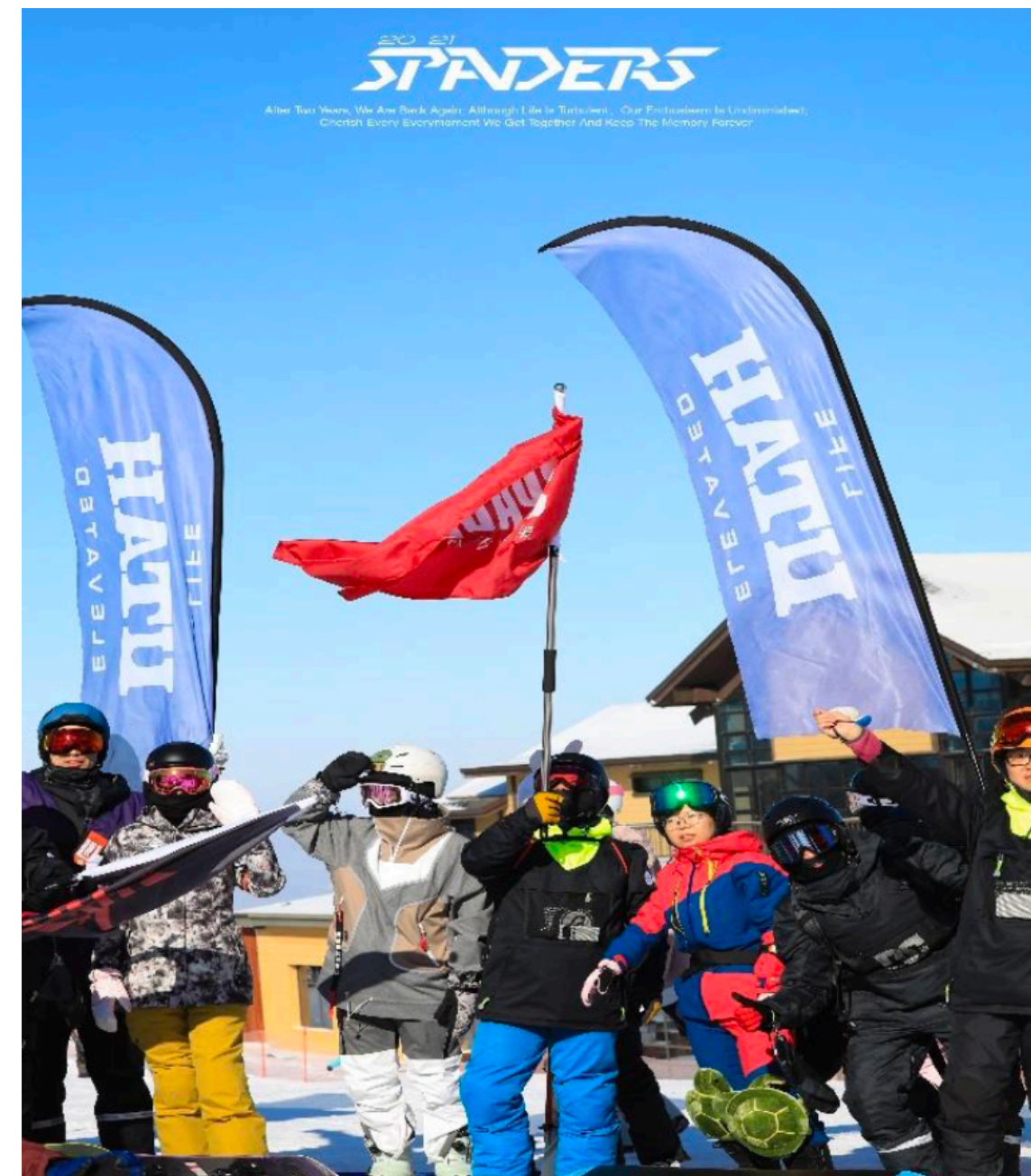
	January-February Results	KPI
Impressions	24,183,711	12,500,000
Clicks	274,775	160,000
CTR	1.13%	1.28%
CPC	0.75 MXN	1.0 MXN

Social

	January-February	KPI
Users Reached	2,029,809	2,000,000
Clicks	40,450	70,000

FY21 Consumer Marketing

- Month long campaign/both offline and online
- Consumer activation End of Snow Carnival in Lake Songhua Resort (Feb. 22nd- March 19th)
- Integrated campaign- total reach 29,268,530
- EMV Value of \$400,000



Social Media



FY21 SOCIAL MEDIA

- Paid Social
- Always on organic
- EU, CA, AU/NZ

Monthly reporting available via your partner portal in the CRM and via the International Hub




 Visit Utah (GB - English, IE - English)  Sponsored · 


If the recent sight of snow is making you dream of winters away, then take a look at the ice castles at Heber Valley for some more inspiration ❄️ usually open through January and February.
 Credit - Daniel Hopkins







   Alison ... 137 Comments 663 Shares




 Like  Comment  Share

 Visit Utah (DE, AT, CH)  Sponsored · 

Utah hat bekanntlich 15 Skigebiete. Lediglich eins davon liegt im Süden nahe der Nationalparks – das [Brian Head Resort](#). Es ist das einzige Skigebiet mit Blick auf Red Rocks, die zum Cedar Breaks National Monument gehören: ein leuchtendes Amphitheater auf rund 3.200 Meter Höhe. Und am Bergfuss lockt nach dem Ski-Fun Cedar City, die als "Festival City der USA" gilt.  Ski-Infos: [Ski Utah](#)



   Faisal Fary... 6 Comments 42 Shares

 Like  Comment  Share

FY21 SOCIAL MEDIA CHINA



Weibo Competitors

LAST 30 DAYS • VIEW REPORT >


- | | | | | |
|---|---|-----------------------------------|---|---|
| 1 |  | UTAH OFFICE OF TOURISM
犹他州观光协会 | 2 | ↑ |
| 2 |  | ARIZONA TOURISM
亚利桑那州旅游局 | | → |
| 3 |  | CALIFORNIA TOURISM
加州旅游局 | 2 | ↓ |

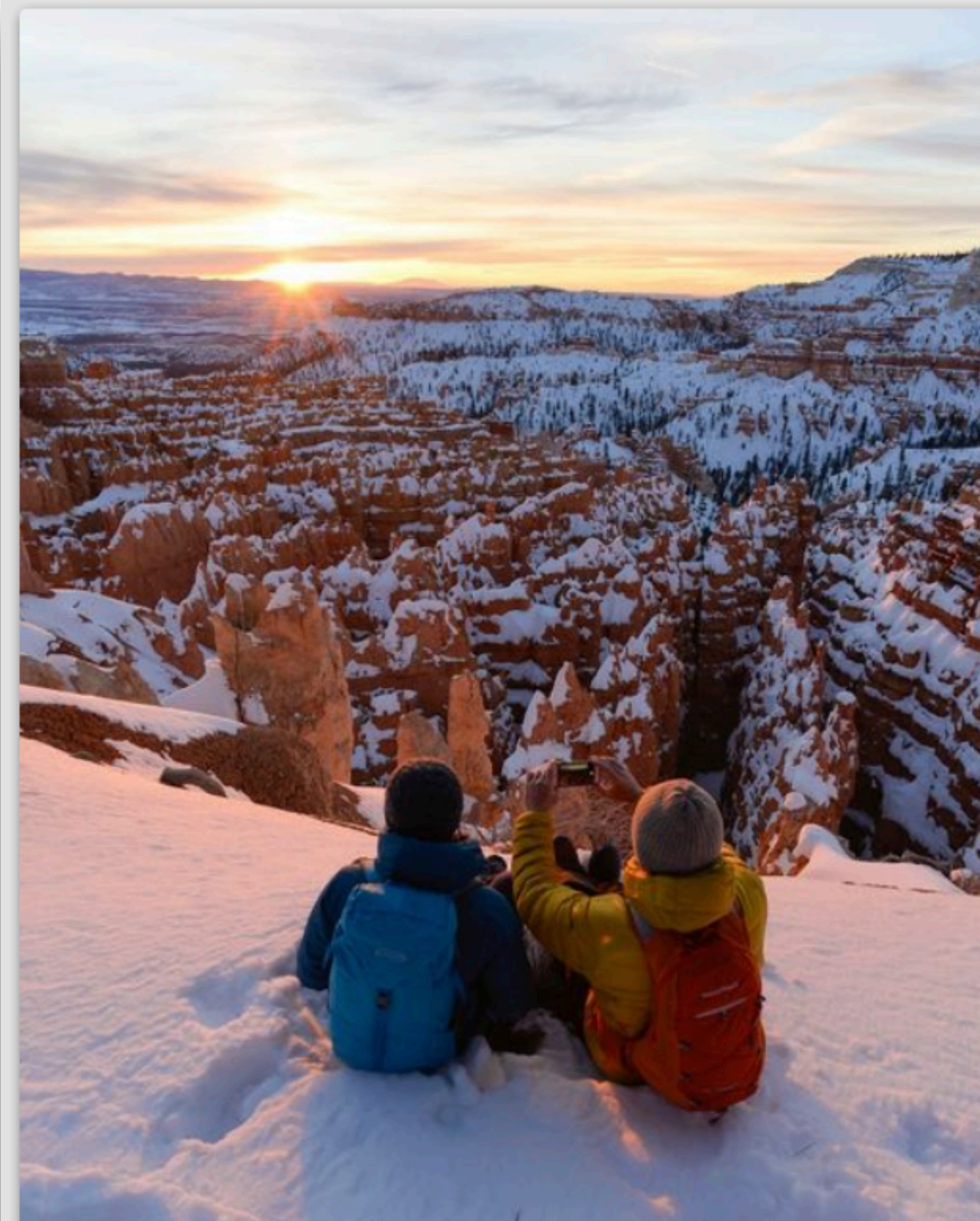
**伯虎带你云游
美国犹他州国家公园**

2021年3月30号 20:00

参与直播就有机会赢得
美国犹他州旅游局(微博账号: 犹他州观光协会)
提供的精美礼品

一直播ID:
唐伯虎2012





PUBLISHED

Wed 23 Dec '20 13:17

在黎明破晓前，亦或是黄昏夕阳后，找一个你熟悉的国家公园，徒步一条尚未走过的小径，你也许会收获到冬日的意外之喜。#犹他冬景#

📍：布莱斯峡谷国家公园 (Bryce Canyon National Park)

📷：hagephoto



FY21 SOCIAL MEDIA

Initiative Overview

- The “I Know This Spot” partnership ran in three instances, Oct 14 - 21, Feb 5 - 11 and Feb 19 - 26, highlighting Canyonlands, Arches and Zion on FB and IG.

Performance Metrics

- Canyonlands National Parks
 - Impressions: 132,090
 - Engagements: 519
 - Video Views: 41,394
 - Video Plays 95%: 2,127
 - CPV: \$0.01
- Arches National Park
 - Impressions: 161,890
 - Engagements: 67
 - Video Views: 136,831
 - Video Plays 95%: 46,203
 - CPV: \$0.01
- Zion National Park
 - Impressions: 230,168
 - Engagements: 8
 - Video Views: 213,094
 - Video Plays 95%: 71,014
 - CPV: \$0.01



iknowthisspot • Follow
Paid partnership with visitutah

iknowthisspot 《我知道这个地方》
Utah Road Trip 犹他州公路旅行🚗
我驾车前往坐落在犹他州摩押的峡谷地国家公园 #CanyonlandsNationalPark, 来一场风景优美的公路旅行! 快来看看这期的自拍攻略, 这里真的美到哭是不是?! 想要看到更多犹他州的壮丽美景, 请关注 @visitutah

20w

witchwu888 We were down there ...



42,091 views

OCTOBER 14, 2020

Add a comment... Post

iknowthisspot • Follow
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iknowthisspot 🇺🇸去年春天, 我们在#锡安国家公园 度过了一段很美好的时光! 锡安国家公园 是我们与 @VisitUtah 合作的#犹他州 国家公园之旅的第二站! 那里有很多很多美好的回忆, 真的是迫不及待地想要回去看看啊! Last Spring, we had an amazing time in #ZionNationalPark! #Zion was the second stop on our #Utah National Park tour in partnership with @VisitUtah! We made a ton of great memories and



3,358 views

FEBRUARY 5



iknowthisspot 🇺🇸去年春天, 我们在#锡安国家公园 度过了一段很美好的时光! 锡安国家公园 是我们与 @VisitUtah 合作的#犹他州 国家公园之旅的第二站! 那里有很多很多美好的回忆, 真的是迫不及待地想要回去看看啊! Last Spring, we had an amazing time in #ZionNationalPark! #Zion was the second stop on our #Utah National Park tour in partnership with @VisitUtah! We made a ton of great memories and



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THANKS!